

REMARKS

Applicant respectfully requests that the foregoing amendments be made prior to examination of the present application.

After amending the claims as set forth above, claims 1-193 are now pending in this application.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

Respectfully submitted,

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By



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VERSION WITH MARKINGS TO SHOW CHANGES MADE

Marked up Rewritten Claims:

13. (Amended) The method as defined in claim [9]12, further comprising the steps of calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

14. (Amended) The method as defined in claim [9]12, further comprising the steps of calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

calculating a composite score for a particular buyer entity in accordance with a function of the separate scores for a plurality of selected categories for the particular buyer entity; and

creating a group of buyer entities based on said composite scores.

15. (Amended) The method as defined in claim [10] 13, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said calculated score.

16. (Amended) The method as defined in claim [12] 15, wherein the plurality of incentives are provided across a plurality of distribution channels.

17. (Amended) The method as defined in claim [10]12, further comprising: receiving additional proof of purchase records for one of said buyer entities; and

recalculating at least one of said scores said one of said buyer entities based on the additional proof of purchase records.

18. (Amended) The method as defined in claim [14] 17, further comprising: determining if the recalculated score qualifies said one of the buyer

entities for an on-going incentive.

19. (Amended) The method as defined in claim [14] 17, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to [the] an incentive function.

20. (Amended) The method as defined in claim [14] 17, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

21. (Amended) The method as defined in claim [17] 20, wherein the plurality of incentives are provided across a plurality of distribution channels.

22. (Amended) The method as defined in claim [10] 13, further comprising the steps of:

weighting questions based on scores of said buyer entity;

selecting questions, based, at least in part, on the weight given the question;

sending questionnaires electronically to a plurality of said buyer entities;

and

receiving responses to the questionnaire from a plurality of said buyer entities;

weighting said responses from at least one of said buyer entities; and

recalculating at least one score for the at least one buyer entity based on said weighted responses.

23. (Amended) The method as defined in claim [19] 22, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

24. (Amended) The method as defined in claim [19] 22, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

25. (Amended) The method as defined in claim [19] 22, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

26. (Amended) The method as defined in claim [22] 25, wherein the plurality of incentives are provided across a plurality of distribution channels.

27. (Amended) The method as defined in claim [10] 13, comprising:
obtaining non-purchase information about one of said buyer entities from third party; and
recalculating at least one score of said one of said buyer entities based on the non-purchase information.

28. (Amended) The method as defined in claim [24] 27, wherein said non-purchase information is demographic information.

29. (Amended) The method as defined in claim [24] 27, further comprising: receiving an authorization from said one of the buyer entities as a threshold requirement to performing the obtaining non-purchase information.

30. (Amended) The method as defined in claim [24] 27, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

31. (Amended) The method as defined in claim [24] 27, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

32. (Amended) The method as defined in claim [24] 27, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

33. (Amended) The method as defined in claim [24] 27, wherein the plurality of incentives are provided across a plurality of distribution channels.

34. (Amended) The method as defined in claim [10] 13, wherein at least one category is an individual company, and wherein the score for that category is calculated based on the amount of purchases indicated by said proof of purchase records for said individual company.

35. (Amended) The method as defined in claim [10] 13, further comprising the step of sending at least one score of a particular one of said buyer entities to a third party after receipt of an authorization from said particular buyer entity.

36. (Amended) The method as defined in claim [10] 13, storing electronically at least one score for a buyer entity at a computer for said buyer entity.

37. (Amended) The method as defined in claim [10] 13, wherein said storing step comprises storing the at least one score on a cookie.

38. (Amended) The method as defined in claim [33] 36, further comprising the step of said buyer entity sending said score to a third party.

39. (Amended) The method as defined in claim [10] 13, further comprising the steps of:

recalculating the scores for each of a plurality of buyer entities based on new proof of purchase records entered in the electronic database;

comparing the recalculated scores to a threshold; and

generating an indication if one of the recalculated scores exceeds said threshold but the score before recalculation did not exceed the threshold.

41. (Amended) The method as defined in claim [10] 13, further comprising the step of calculating a fee based on the scores of the buyer entities provided the incentive.

42. (Amended) The method as defined in claim [10] 13, further comprising the step of receiving information on whether one of the buyer entities made a follow-up purchase or a co-purchase contemporaneous with or after accepting an incentive; and recalculating the score for said one of the buyer entities with additional points provided for making the purchase after accepting the incentive.

43. (Amended) The method as defined in claim [39] 42, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

44. (Amended) The method as defined in claim [39] 42, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

45. (Amended) The method as defined in claim [39] 42, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

46. (Amended) The method as defined in claim [39] 42, wherein the plurality of incentives are provided across a plurality of distribution channels.

47. (Amended) The method as defined in claim [10] 13, further comprising the steps of;

receiving information on whether one of the buyer entities accepted the incentive; and

recalculating at least one of the scores for one of the buyer entities based on the buyer entity accepting the incentive.

48. (Amended) The method as defined in claim [44] 47, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

49. (Amended) The method as defined in claim [44] 47, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

50. (Amended) The method as defined in claim [44] 47, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

51. (Amended) The method as defined in claim [44] 47, wherein the plurality of incentives are provided across a plurality of distribution channels.

52. (Amended) The method as defined in claim [10] 13, comprising: receiving information that one of the buyer entities visited a predetermined web site; and recalculating one of the scores of said one of the buyer entities to increase the score based on this visit.

53. (Amended) The method as defined in claim [49] 52, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

54. (Amended) The method as defined in claim [49] 52, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

55. (Amended) The method as defined in claim [49] 52, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

56. (Amended) The method as defined in claim [49] 52, wherein the plurality of incentives are provided across a plurality of distribution channels.

57. (Amended) The method as defined in claim [10] 13, wherein said providing an incentive step comprises determining an incentive wherein a type and/or amount of the incentive is selected for the buyer entity by applying said score of said buyer entity to an incentive function.

65. (Amended) The method as defined in claim [61] 64, further comprising the steps of:

weighting each entity submitted rating for a product or service according to the money spent on the particular product or service by the entity; and

creating an average rating for the product or service based on the weighted entity submitted ratings.

68. (Amended) The method as defined in claim [10] 13, further comprising the step of calculating a charge for providing the incentive based on both the size of the group of buyer entities resulting from the search and the scores of the buyer entities.

73. (Amended) The method as defined in claim [10] 13, further comprising the steps of storing at least one score for a buyer entity on a cookie at a computer for said buyer entity; and updating the score on said cookie with a recalculated score.

75. (Amended) The method as defined in claim [10] 13, further comprising the step of updating the searchable database on a continuous basis; and recalculating the scores on a continuous basis.

76. (Amended) The method as defined in claim [10] 13, further comprising: recalculating at least one score for a buyer entity for one of the categories based on information on the television viewing habits or the viewing of a particular television program by that buyer entity.

77. (Amended) The method as defined in claim [73] 76, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

78. (Amended) The method as defined in claim [73] 76, further comprising: recalculating the incentive determined in said incentive providing step by applying said recalculated score of said one of the buyer entities to the incentive function.

79. (Amended) The method as defined in claim [73] 76, further comprising: providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

81. (Amended) The method as defined in claim [77] 80, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

82. (Amended) The method as defined in claim [10] 13, further comprising monitoring the receiver of an interactive television to determine if an ad has been

zapped; and providing an incentive based to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

83. (Amended) The method as defined [10] 13, further comprising: selecting ads from a storage based on a particular television program being received by the receiver of that buyer entity to display those ads in a predetermined sequence.

84. (Amended) The method as defined in claim [10] 13, further comprising selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity and on the scores of that buyer entity.

85. (Amended) The method as defined in claim [10] 13, further comprising determining an incentive for viewing a television advertisement based on a particular television program being received by a receiver of the buyer entity.

86. (Amended) The method as defined in claim [10] 13, further comprising determining an incentive for viewing a television advertisement based on password entered from a receiver of the buyer entity.

89. (Amended) The method as defined in claim [85] 88, wherein said at least one attribute is income.

93. (Amended) The method as defined in claim [89] 92, further comprising the steps of:

adding the purchase amounts for the buyer entity over a first period of time made from a first merchant to obtain a first merchant purchase amount; determining if the first merchant purchase amount exceed a threshold value; and sending an incentive to the buyer entity for having exceeded the threshold value of purchases.

95. (Amended) The system as defined in claim [91] 94, wherein said fifth component providing an incentive comprises a component for setting the incentive for each buyer entity in the group based on its purchases of a particular product or service.

96. (Amended) The system as defined in claim [92] 95, wherein a plurality of buyer entities are individual persons.

97. (Amended) The system as defined in claim [93] 95, wherein a plurality of the buyer entities are corporate or other legal entities.

98. (Amended) The system as defined in claim [94] 97, further comprising:
a component for receiving buyer entity preferences for categories of third parties;

wherein said third component for obtaining search criteria includes a component for receiving a merchant category designation for the third party; and

wherein said fourth component for searching comprises a component for forming the group of buyer entities who have indicated in their respective buyer preferences that they would receive a marketing incentive from third parties in the merchant category designation.

99. (Amended) The system as defined in claim [91] 94, further comprising:
a component for receiving a threshold value from the buyer entity that an incentive must meet before the buyer entity will receive the incentive;

a component for receiving a value for the incentive to be provided; and

wherein said fourth component for searching includes a component for comparing the value of the incentive to the threshold value set by the buyer entity and a component for not including that buyer entity in the group if the buyer entity has set a threshold value for the incentive which is not exceeded.

100. (Amended) The system as defined in claim [91] 94, further comprising
a component for obtaining information on whether one of the buyer entities accepted the incentive; and

a component for inputting this information to the database.

101. (Amended) The system as defined in claim [97] 100, further comprising a component for obtaining information on whether the buyer entity made a follow-up purchase or a co-purchase contemporaneous with or after accepting the incentive and inputting this information to the purchase record of the buyer entity in the database.

102. (Amended) The system as defined in claim [90] 94, wherein said second component for entering further comprises a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories.

103. (Amended) The system as defined in claim [99] 100, further comprising a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories.

104. (Amended) The system as defined in claim [99] 100, further comprising:
a component for calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

a component for calculating a composite score for a particular buyer entity in accordance with a function of the separate scores for a plurality of selected categories for the particular buyer entity; and

a component for creating a group of buyer entities based on said composite scores.

105. (Amended) The system as defined in claim [100] 103, further comprising:
a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including a component for determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said calculated score.

106. (Amended) The system as defined in claim [102] 105, wherein the system provided the plurality of incentives across a plurality of distribution channels.

107. (Amended) The system as defined in claim [100] 103, further comprising:
a component for receiving additional proof of purchase records for one of said buyer entities; and

a component for recalculating at least one of said scores said one of said buyer entities based on the additional proof of purchase records.

108. (Amended) The system as defined in claim [104] 107, further comprising:

A component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

109. (Amended) The system as defined in claim [104] 107, further comprising: a component for recalculating the incentive determined in said fifth component by applying said recalculated score of said one of the buyer entities to an incentive function.

110. (Amended) The system as defined in claim [104] 107, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including a component for determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

111. (Amended) The system as defined in claim [107] 110, wherein the system provides the plurality of incentives across a plurality of distribution channels.

112. (Amended) The system as defined in claim [100] 103, further comprising: a component for weighting questions based on scores of said buyer entity;

a component for selecting questions, based, at least in part, on the weight given the question;

a component for sending questionnaires electronically to a plurality of said buyer entities; and

a component for receiving responses to the questionnaire from a plurality of said buyer entities;

a component for weighting said responses from at least one of said buyer entities; and

a component for recalculating at least one score for the at least one buyer entity based on said weighted responses.

113. (Amended) The system as defined in claim [109] 112, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

114. (Amended) The system as defined in claim [109] 112, further comprising: a component for recalculating the incentive determined in said incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

115. (Amended) The system as defined in claim [109] 112, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

116. (Amended) The system as defined in claim [112] 115, wherein the fifth component provides the plurality of incentives across a plurality of distribution channels.

117. (Amended) The system as defined in claim [99] 102, comprising:
a component for obtaining non-purchase information about one of said buyer entities from third party; and
a component for recalculating at least one score of said one of said buyer entities based on the non-purchase information.

118. (Amended) The system as defined in claim [114] 117, wherein said non-purchase information is demographic information.

119. (Amended) The system as defined in claim [114] 117, further comprising: a component for receiving an authorization from said one of the buyer entities as a threshold requirement to obtaining non-purchase information.

120. (Amended) The system as defined in claim [114] 117, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

121. (Amended) The system as defined in claim [114] 117, further comprising: a component for recalculating the incentive determined by the incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

122. (Amended) The system as defined in claim [114] 117, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including a component for determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

123. (Amended) The system as defined in claim [114] 117, wherein the system provides the plurality of incentives across a plurality of distribution channels.

124. (Amended) The system as defined in claim [100] 103, wherein at least one category is an individual company, and wherein the score for that category is calculated based on the amount of purchases indicated by said proof of purchase records for said individual company.

125. (Amended) The system as defined in claim [100] 103, further comprising a component for sending at least one score of a particular one of said buyer entities to a third party after receipt of an authorization from said particular buyer entity.

126. (Amended) The system as defined in claim [100] 103, further comprising a component for storing electronically at least one score for a buyer entity at a computer for said buyer entity.

127. (Amended) The system as defined in claim [123] 126, wherein said storing component stores the at least one score on a cookie.

128. (Amended) The system as defined in claim [123] 126, further comprising a component for allowing said buyer entity to send said score to a third party.

129. (Amended) The system as defined in defined in claim [100] 103, further comprising:

- a component for recalculating the scores for each of a plurality of buyer entities based on new proof of purchase records entered in the electronic database;
- a component for comparing the recalculated scores to a threshold; and
- a component for generating an indication if one of the recalculated scores exceeds said threshold but the score before recalculation did not exceed the threshold.

130. (Amended) The system as defined in claim [126] 129, wherein said indication comprises providing an incentive to a buyer entity with a recalculated score that exceeds the threshold but the score of the buyer entity before recalculation did not exceed the threshold.

131. (Amended) The system as defined in claim [100] 103, further comprising a component for calculating a fee based on the scores of the buyer entities provided the incentive.

132. (Amended) The system as defined in claim [100] 103, further comprising a component for receiving information on whether one of the buyer entities made a follow-up purchase or a co-purchase contemporaneous with or after accepting an incentive; and recalculating the score for said one of the buyer entities with additional points provided for making the purchase after accepting the incentive.

133. (Amended) The system as defined in claim [129] 132, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

134. (Amended) The system as defined in claim [129] 132, further comprising: a component for recalculating the incentive determined in said incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

135. (Amended) The system as defined in claim [129] 132, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

136. (Amended) The system as defined in claim [129] 132, wherein the system provides a plurality of incentives across a plurality of distribution channels.

137. (Amended) The system as defined in claim [100] 103, further comprising:
a component for receiving information on whether one of the buyer entities accepted the incentive; and

a component for recalculating at least one of the scores for one of the buyer entities based on the buyer entity accepting the incentive.

138. (Amended) The system as defined in claim [134] 137, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

139. (Amended) The system as defined in claim [134] 137, further comprising: a component for recalculating the incentive determined in said incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

140. (Amended) The system as defined in claim [134] 137, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

141. (Amended) The system as defined in claim [134] 137, wherein the system provides the plurality of incentives across a plurality of distribution channels.

142. (Amended) The system as defined in claim [100] 103, comprising: a component for receiving information that one of the buyer entities visited a predetermined web site; and recalculating one of the scores of said one of the buyer entities to increase the score based on this visit.

143. (Amended) The system as defined in claim [139] 142, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

144. (Amended) The system as defined in claim [139] 142, further comprising: recalculating the incentive determined in said incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

145. (Amended) The system as defined in claim [139] 142, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including determining the sequence or the relative prominence of

each of the plurality of the incentive awards based on said recalculated score.

146. (Amended) The system as defined in claim [139] 142, wherein the system provides the plurality of incentives across a plurality of distribution channels.

147. (Amended) The system as defined in claim [100] 103, wherein said providing an incentive component comprises a component for determining an incentive wherein a type and/or amount of the incentive is selected for the buyer entity by applying said score of said buyer entity to an incentive function.

148. (Amended) The system as defined in claim [91] 94, wherein said providing an incentive component comprises a component for determining an incentive within an incentive structure wherein a type or amount of incentive is provided to the buyer entity based on an electronic input from the buyer entity.

149. (Amended) The system as defined in claim [91] 94, wherein said providing an incentive component comprises a component for determining an incentive from within an incentive structure wherein a type or amount of incentive is provided to the buyer entity based on the buyer entity meeting predetermined search criteria.

150. (Amended) The system as defined in claim [91] 94, wherein the providing an incentive component comprises a component for selecting the incentive based on a first criteria of purchasing of a particular good or service, and a second criteria of a minimum number of different instances when the particular good or service was purchased in a predetermined time period.

151. (Amended) The system as defined in claim [91] 94, wherein the providing an incentive component comprises a component for setting the incentive based on a first criteria of purchasing of a particular good or service, and a second criteria of a minimum monetary value purchased of the particular good or service purchased in a predetermined time period.

152. (Amended) The system as defined in claim [91] 94, further comprising a component for linking to a third party database and inputting information therefrom on whether the buyer entity made a follow-up purchase or a co-purchase contemporaneous

with or after accepting the incentive and inputting this information to the database.

153. (Amended) The system as defined in claim [91] 94, wherein said providing an incentive component comprises including a cookie with the incentive, with said cookie designed to monitor predetermined activity relating to said incentive.

154. (Amended) The system as defined in claim [91] 94, further comprising a component for submitting a request to one of said buyer entities to provide a rating of a product or service only if the purchase record of the buyer entity shows a purchase of the product or service to be rated.

155. (Amended) The system as defined in claim [151] 154, further comprising:
a component for weighting each entity submitted rating for a product or service according to the money spent on the particular product or service by the entity;
and

a component for creating an average rating for the product or service based on the weighted entity submitted ratings.

156. (Amended) The system as defined in claim [91] 94, further comprising a component for calculating a charge for providing the incentive based on the size of the group of buyer entities resulting from the search.

157. (Amended) The system as defined in claim [91] 94, further comprising a component for calculating a charge for providing incentives based on a number of elements in the search criteria.

158. (Amended) The system as defined in claim [100] 103, further comprising a component for calculating a charge for providing the incentive based on both the size of the group of buyer entities resulting from the search and the scores of the buyer entities.

159. (Amended) The system as defined in claim [91] 94, further comprising a component for comparing a source of the third party proof of purchase records with a source database of third parties and entering only those proof of purchase records if from third party sources that are in the source database.

160. (Amended) The system as defined in claim [91] 94, further comprising a component for categorizing purchases relative to a database of categories and entering only purchases within selected categories.

161. (Amended) The system as defined in claim [91] 94, wherein said entering component further comprises a component for categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

a component for calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category; and

a component for recording at least one of said scores in a cookie on a buyer entity computer that may be accessed from a communications network by at least one merchant.

162. (Amended) The system as defined in claim [91] 94, further comprising:

a component for storing at least one score for a buyer entity on a cookie at a computer for said buyer entity;

a component for allowing a merchant to access said cookie and obtain said at least one score;

said merchant correlating said accessed score to at least one item of content; and

a component for serving to the buyer entity said at least one item of content.

163. (Amended) The system as defined in claim [10] 100, further comprising a component for storing at least one score for a buyer entity on a cookie at a computer for said buyer entity; and updating the score on said cookie with a recalculated score.

164. (Amended) The system as defined in claim [91] 94, further comprising:

a component for adding the purchase amounts for the buyer entity over a first period of time made from a first merchant to obtain a first merchant purchase amount;

a component for determining if the first merchant purchase amount

exceed a threshold value; and

a component for rewarding the buyer entity for having exceeded the threshold value of purchases.

165. (Amended) The system as defined in claim [10] 100, further comprising a component for updating the searchable database on a continuous basis; and

A component for recalculating the scores on a continuous basis.

166. (Amended) The system as defined in claim [10] 100, further comprising:
a component for recalculating at least one score for a buyer entity for one of the categories based on information on the television viewing habits or the viewing of a particular television program by that buyer entity.

167. (Amended) The system as defined in claim [163] 166, further comprising:
a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

168. (Amended) The system as defined in claim [163] 166, further comprising:
a component for recalculating the incentive determined in said incentive providing component by applying said recalculated score of said one of the buyer entities to the incentive function.

169. (Amended) The system as defined in claim [163] 163, further comprising:
a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

170. (Amended) The system as defined in claim [91] 94, further comprising a component for monitoring the receiver of an interactive television to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped.

171. (Amended) The system as defined in claim [167] 170, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

172. (Amended) The system as defined in claim [100] 103, further comprising a component for monitoring the receiver of an interactive television to determine if an ad has been zapped; and providing an incentive based to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

173. (Amended) The system as defined [100] 103, further comprising: a component for selecting ads from a storage based on a particular television program being received by the receiver of that buyer entity to display those ads in a predetermined sequence.

174. (Amended) The system as defined in claim [100] 103, further comprising a component for selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity and on the scores of that buyer entity.

175. (Amended) The system as defined in claim [100] 103, further comprising a component for determining an incentive for viewing a television advertisement based on a particular television program being received by a receiver of the buyer entity.

176. (Amended) The system as defined in claim [100] 103, further comprising a component for determining an incentive for viewing a television advertisement based on password entered from a receiver of the buyer entity.

177. (Amended) The system as defined in claim [100] 103, further comprising a component for determining an incentive for viewing a television advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.

179. (Amended) The system as defined in claim [175] 178, wherein said at least one attribute is income.

183. (Amended) The system as defined in claim [179] 182, further comprising: a component for adding the purchase amounts for the buyer entity over a first period of time made from a first merchant to obtain a first merchant purchase amount;

determining if the first merchant purchase amount exceed a threshold value; and sending an incentive to the buyer entity for having exceeded the threshold value of purchases.

185. (Amended) The method as defined in claim [182] 184, where the displaying or otherwise providing said at least one measure step includes displaying or otherwise providing said measure to the buyer entity either at regular intervals or before and/or after the buyer entity takes certain actions which generate the information which is stored in the profile.

186. (Amended) The method as defined in claim [183] 184, wherein said displaying or otherwise providing step comprises displaying or otherwise providing to the buyer entity the degree or amount that the measure changed during the most recent interval and/or as the result of the most recent action or actions by the buyer entity

187. (Amended) The method as defined in claim [184] 186, where the displaying or otherwise providing the change in the measure comprises quantifying a total or partial value of benefits to which the buyer entity has become entitled as the result of the measure change, and displaying or otherwise providing the buyer entity an estimate of the value of these benefits.

188. (Amended) The method as defined in claim [182] 184, wherein the action is a purchase of a product or service.

189. (Amended) The method as defined in claim [182] 184, wherein the action is responding to an email or clicking a web site ad.

190. (Amended) The method as defined in claim [182] 184, wherein the activity is the buyer entity responding to an advertisement, and wherein the buyer entity profile includes a number indicative of the buyer entity's purchase history, and wherein the calculating at least one measure step includes the step of determining if the number is at or above a predetermined threshold.

192. (Amended) The method as defined in claim [188] 191, further comprising the step of associating records of purchases of buyer entities to activity of those buyer

entities with respect to advertisements based on a criteria; and recording this association in the searchable database.

193. (Amended) The method as defined in claim [189] 192, wherein the criteria is that the purchase is made within a predetermined period of time before or after the activity.